

Ricardo P Martins

Graphic designer, amateur photographer. | www.rpmartins.com

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EXPERIENCE

Aylo, Montreal — Graphic Designer

AUGUST 2021 - TODAY

Graphic designer for Aylo's premium brands, with focus on social media and digital ads. Designing titles, logos, digital banners, social media assets, digital ads, and items for the main brand's online store.

How I made a difference

I've made cinematic style tile designs for multiple productions, including six genre titles for a large project that would restructure the themes/categories for one of their main brands (Digital Playground). I've designed the new logo and visual identity for another one of their brands (Babes).

Telus, Montreal — Helpdesk

SEPTEMBER 2014 - SEPTEMBER 2020

Helpdesk support for Google's premium GSuite customers, with focus on the Collaboration suite (Drive, Calendar, Classroom, Keep).

How I made a difference

As a front-line agent, I helped the team by sharing knowledge and by inspiring team members to live the Telus values and creating strong relationships.

Being able to help and support my colleagues was incredibly fulfilling, while still delivering high performance to the business. I was a positive and inspirational team member and had the pleasure to share my knowledge and troubleshooting expertise, to see my team members enhance their performance and grow

JACK Marketing, Montreal — Graphic Designer

JUNE 2014 - JULY 2014

Design and compose pages, text, and graphical elements for books, brochures, web sites, and other materials for digital and offset printing.

SKILLS

Advanced skills in:
Photoshop, Illustrator,
InDesign, and Lightroom.

Basic skills in: Adobe XD,
Blender, DaVinci Resolve.

Google applications: Docs,
Sheets, Slides, Calendar.

Creative writing. Writing and
revising for blog posts and
support articles.

ACHIEVEMENTS

Design of the new logo and secondary logos for one of Aylo's main brands (digitalplayground.com).

Logo and visual identity redesign for Aylo's 'babes.com' brand.

Collaboration on the design and concept for JACK Marketing's new web site and printed portfolio.

Design, composition, and pre-press for the book *Dez Mulheres Muitas Vidas* (Ten Women, Many Lives).

MPBA, Salvador — *Lead Graphic Designer*

SEPTEMBER 2011 - NOVEMBER 2013

Design, layout, and compose pages, text, and graphical elements for books, brochures, posters, and other materials for digital and offset printing. Design logos, as well as web banners to be published on intranet sites and the external portal.

How I made a difference

As the lead designer I oversaw the update of the institution's corporate identity: adjusted proportions of logo's symbol and typeface, updated typeface itself, updated colors to current printing and digital standards, devised a list of accompanying typography for use in various applications. I've also compiled the updated branding guidelines and its applications into a corporate identity manual.

EDUCATION

Creative Writing Specialization Wesleyan University,

Wesleyan University, Coursera - 2019

MBA in Graphic Design

UNIFACS, Salvador / Brazil - 2010

Bachelor's Degree in Communication and Advertising

UCSal, Salvador / Brazil - 2003

PROJECTS

Photography — 500px

Photography portfolio at: <https://500px.com/p/rmartins>

LANGUAGES

English, Portuguese, French.